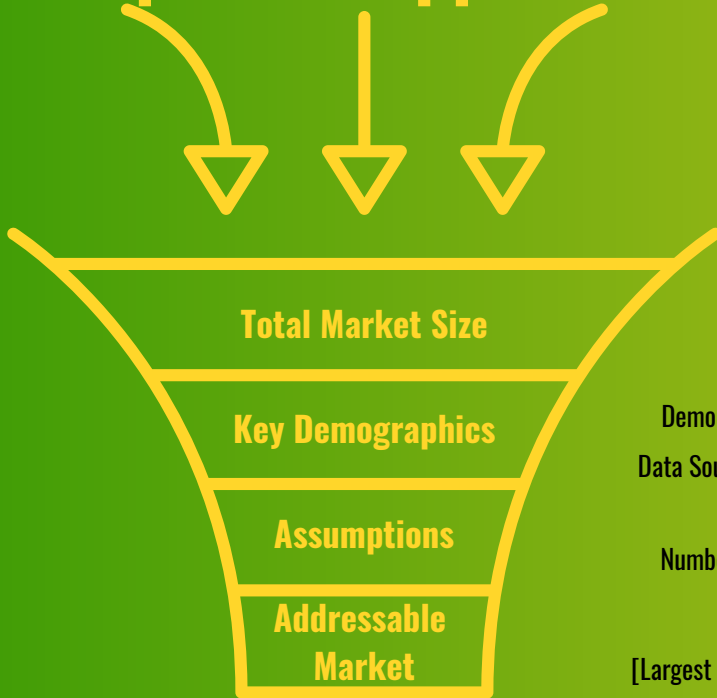


# AWEC LEARNING EXPERIENCE: MARKET SIZING FUNNEL



## Top Down Approach



### Step 1: Determine Total Market Size

Largest Number: \_\_\_\_\_ Data Source: \_\_\_\_\_

### Step 2: Reduce based on Key Demographics

Demo 1: \_\_\_\_\_ Demo 2: \_\_\_\_\_ Demo 3: \_\_\_\_\_  
Data Source: \_\_\_\_\_ Data Source: \_\_\_\_\_ Data Source 3: \_\_\_\_\_

### Step 3: Factor in Assumptions

Number of Competitors: \_\_\_\_\_ % of Market You Can Access: \_\_\_\_\_

### Step 4: Calculate Addressable Market

[Largest Number] x [Demo1] x [Demo2] x [Demo3] x [% of Market] = **Addressable Market**  
\_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

### Step 3: Calculate Addressable Market

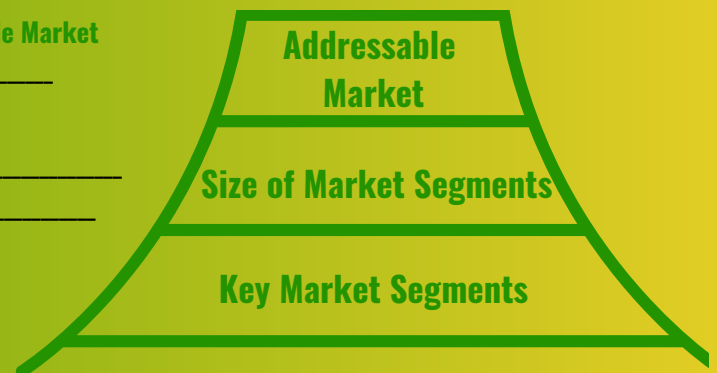
[Segment Data 1] + [Segment Data 2] + [Segment Data 3] = **Addressable Market**  
\_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_

### Step 2: Factor in Size of Market Segments

Segment 1 Data: \_\_\_\_\_ Segment 2 Data: \_\_\_\_\_ Segment 3 Data: \_\_\_\_\_  
Data Source: \_\_\_\_\_ Data Source: \_\_\_\_\_ Data Source 3: \_\_\_\_\_

### Step 1: List Key Market Segments

Segment 1 Description: \_\_\_\_\_  
Segment 2 Description: \_\_\_\_\_  
Segment 3 Description: \_\_\_\_\_



## Bottom Up Approach